



WPTV

# ORDER

Print Date 08/24/12

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Flight Dates **08/30/12-09/02/12**

Contract / Revision      **309130 /**

Original Date / Revision  
08/24/12    08/24/12

Advertiser **Nelson / Democrat / Senate**

Agency    **Abar Hutton Media**

Buying Contact

**6190 Grovedale Court - Suite 200  
Alexandria, VA 22310**

Product

**Senate Race**

Agency Com    15%

Billing Contact

**6190 Grovedale Court - Suite 200  
Alexandria, VA 22310**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **560**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL           POL           CAND

Product Codes    PL

Priority               P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	6	\$6,120.00	\$7,200.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$6,120.00</b>	<b>\$7,200.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/02/12	6	\$6,120.00	\$7,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	08/30/12	09/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	--- 1---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/30/12	09/05/12	--- 1---			1		\$2,500.00		0.00				
N 2	WPTV	08/30/12	09/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	--- 1---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/30/12	09/05/12	--- 1---			1		\$1,000.00		0.00				
N 3	WPTV	08/30/12	09/02/12	Sa 6p Sa 6p	CM	6-630p	----- S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00



**WPTV**

Print Date: 08/24/12

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Contract / Revision    **309130**    Flight Dates **08/30/12-09/02/12**

Hiatus Dates

Original Date / Revision    08/24/12/    08/24/12

Order Sep    00:20:00

Advertiser    **Nelson / Democrat / Senate**    Product **Senate Race**

Estimate #    **560**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/30/12	09/02/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	-----S-					1	\$600.00		0.00			
N 4	WPTV	08/30/12	09/02/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	-----S					1	\$600.00		0.00			
N 5	WPTV	08/30/12	09/02/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	-----S					1	\$2,000.00		0.00			
N 6	WPTV	08/30/12	09/02/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/30/12	09/05/12	-----S					1	\$500.00		0.00			
Totals														6	\$7,200.00